

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

November 12, 1997

RJR Account #336660

Mr. R. Kirst

E. P. KIRST & SONS

**WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008**

Dear Rick:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **105** SKUs of preassembled Counter Displays (Item #536285) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
7	Winston Filter Box	12300-24876
7	Winston Light Box	12300-22772

**PO #121097**

Product / Premium Arrival:

**December 8, 1997**

Ship Date to Retail:

**Week of: January 5, 1998**

**Displays (Item #536285)**

SKU CUBE: 0.8260

SKU WT (w/o Product): 1.5000 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku: 4 Full Price Cartons

EFT \$ Amount: **\$3,832.94**

51845 9919

-2-

.70¢ 2-Pack Tear Tape

E. P. KIRST & SONS

**Promotion Description:**

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston Filter Box* and *Winston Light Box*.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$196.00 (7 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: C. Alessandra

L. E. MacWilliams

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JAN70CWN.DOC

51845 9920



WHOLESALE : 336660 E. P. KIRST & SONS, INC. <DIRECT>  
 TEMPLATE : 800008 80100 WIN JAN 70/2 NO  
 TEMPLATE SEQ : 0022  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162602	162622	764992	ROBO GAS #510	665 MILLERSPORT H	AMHERST	NY	14226	1	NYS	2021-0000	934679	(716)833-3888
162602	162622	078210	ROBO GAS #521	727 MAPLE RD	WILLIAMSVILLE	NY	14221	1	NYS	2021-0000	934901	(716)632-2789
162602	162629	128521	MANKO MOBIL #08390	3550 GENESEE ST	CHEEKTOWAGA	NY	14225	1	NYS		932491	(716)632-1512
162602	162622	504235	WETZEL'S MOBIL	1810 MAPLE RD	WILLIAMSVILLE	NY	14221	1	NYS		934273	(716)689-4739
162602	162625	578827	ELMWOOD MOBIL	1137 ELMWOOD AVE	BUFFALO	NY	14222	1	NYS	1449-0000	326790	(716)886-1716
162603	162623	579853	MOBIL EMPIRE STATE	3225 ORCHARD PARK	ORCHARD PARK	NY	14127	1			920215	(716)675-7799
162603	162623	563955	E. AURORA MOBIL	56 HAMBURG ST	EAST AURORA	NY	14052	1			904565	(716)652-4001
162603	162624	075092	MIDNIGHT EXPRESS	6316 TELEPHONE RD	PAVILION	NY	14525	1		5569-0000	932467	(716)584-3587
162603	162625	633285	GEMMATI'S APLUS MIN	1442 UNION ROAD	WEST SENECA	NY	14224	1		0362-0102		(716)675-3116
162603	162623	693312	CFM #33009	501 SUNSET DR	HAMBURG	NY	14075	1				(716)649-0170
162603	162625	697276	REESE'S CONV MARKET	1005 ABBOTT RD	BUFFALO	NY	14220	1			903351	(716)826-3255
162603	162625	699105	MOBIL WHIP	697 ORCHARD PARK	WEST SENECA	NY	14224	1			924563	(716)675-3153
162603	162630	058775	MIDNIGHT EXPRESS	629 E MAIN ST	BATAVIA	NY	14020	1		5569-0000	932459	(716)343-4482
162603	162623	454519	D & D MOBIL MART	6640 CLINTON ST	ELMA	NY	14059	1			918755	(716)681-2700
162603	162623	487529	TOWN HALL MOBIL	5999 S PARK AVE	HAMBURG	NY	14075	1			909382	(718)648-3751
162603	162623	496770	NUNN'S AUTO & TIRE	255 BUFFALO ST	HAMBURG	NY	14075	1			919530	(716)648-9912
162603	162623	534802	HORVATH'S MOBIL	3326 LAKE SHORE R	BUFFALO	NY	14219	2	NYS		907238	(716)823-1104
162603	162623	397655	HEALTHCO DISCOUNT	20 BUFFALO ST	HAMBURG	NY	14075	1	NYS		906834	(716)648-0710
162603	162623	063801	LUTZ MCKINLEY MOBI	4479 LAKE AVE	BIASDELL	NY	14219	2	NYS		908822	(716)824-1879
162603	162625	765453	ABBOTT NEWS	516 ABBOTT RD	BUFFALO	NY	14220	1	NYS		900068	(716)824-6267
162603	162623	765471	HOGGS DAIRY LAKEVIE	S-5357 LAKESHORE	LAKE VIEW	NY	14085	1	NYS		907121	(716)627-7910
162603	162623	765565	LUTZ MOBIL	5073 CAMP RD	HAMBURG	NY	14075	3	NYS		908798	(716)649-2974
162603		935963	ARMOR SUPERETTE	5020 ARMOR DUELLS	ORCHARD PARK	NY	14127	1	NYS		942052	(716)648-3013
162603	162623	385694	CFM #33-022	615 OAKWOOD AVE	EAST AURORA	NY	14052	1	NYS	0990-0000	903377	(716)652-8879
162603	162625	396966	CFM #33-012	3045 S PARK AVE	LACKAWANNA	NY	14218	1	NYS	0990-0000	903500	(716)826-6856
162603	162623	578687	D & D MOBIL INC./F	661 JAMISON RD	ELMA	NY	14059	1	NYS		903922	(716)652-5460
162603	162623	397332	CY'S PHARMACY	2317 BOWEN RD	ELMA	NY	14059	2	NYS		903914	(716)652-3920
162603	162625	040733	SUNOCO COOP #7397	432 DINGENS ST	BUFFALO	NY	14206	1	NYS	0362-0302	928689	(716)826-3500
162604	162624	438832	C-STORE	640 PITTS-VIC RD.	PITTSFORD	NY	14534	1			930537	(716)248-8145
162604		665006	SUTHERLAND SERVICE	9 MONROE AVE	PITTSFORD	NY	14534	1			936799	(716)381-5610
162604	162624	661155	MIDNIGHT EXPRESS	3932 SCOTTSVILLE	SCOTTSVILLE	NY	14546	1		5569-0000	935718	(716)889-3090
162604	162624	763595	SUNOCO COOP #7342	420 W COMMERCIAL	EAST ROCHESTER	NY	14445	1	NYS	0362-0302	928705	(716)586-9290
162604	162620	336489	SUNOCO COOP #7329	1435 GOODMAN ST N	ROCHESTER	NY	14609	2	NYS	0362-0302	930644	(716)266-9762
162605	162624	433776	NEWCOMB OIL	513 E MAIN ST	PALMYRA	NY	14522	1	NYS	3514-0000		(315)597-5853
162606	162225	407427	UNION NEWS INC.	213 N UNION ST	OLEAN	NY	14760	1			914028	(718)372-0063
162606		723004	LAKEWOOD MART	409 E FAIRMOUNT A	JAMESTOWN	NY	14701	1			940072	(716)488-0693
162606	162628	484511	U.S. NEWS SOUTH	712 FOOTE AVE	JAMESTOWN	NY	14701	2			919555	(716)488-9235
162606	162628	617414	US NEWS	1393 EAST 2ND ST	JAMESTOWN	NY	14701	1			921726	(716)665-3209
162606	162628	624638	LAKEWOOD CONVENIENT	184 E FAIRMONT ST	LAKEWOOD	NY	14750	1				(716)763-0486
162606	162623	656979	BOBS NEWS	14 MAIN STREET	SPRINGVILLE	NY	14141	1			901694	(716)592-2630
162606	162623	658350	YELLOW GOOSE #7	14 N ERIE ST	MAYVILLE	NY	14757	1			922963	(716)753-2606
162606	162623	764451	WEBER CITY MKT	RT 16	YORKSHIRE	NY	14173	1	NYS		914648	(716)496-5442
162606		765128	CFM #33-038	8661 S MAIN ST	EDEN	NY	14057	1	NYS	0990-0000	903385	(716)992-3238

5N55B2

## WORKPLAN VAP TEMPLATE LISTING

PAGE: 19  
DATE: 97-11-03  
TIME: 11:34 AMWHOLESALE : 336660 E. P. KIRST & SONS, INC. <DIRECT>  
TEMPLATE : 800008 80100 WIN JAN 70/2 NO  
TEMPLATE SEQ : 0022  
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162606	162628	584385	U.S. NEWS	107 W 3RD ST	JAMESTOWN	NY	14701	1	NYS		913970	(716)664-7357
162606	162628	313882	ROBO ENTERPRISES	111 MARION ST	JAMESTOWN	NY	14701	1	NYS		911271	(716)661-9190

PAGE BREAK TOTAL ACCOUNTS 87 TOTAL QUANTITY 94

TEMPLATE TOTAL ACCOUNTS 87 TOTAL QUANTITY 94

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# WHOLESALE PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS

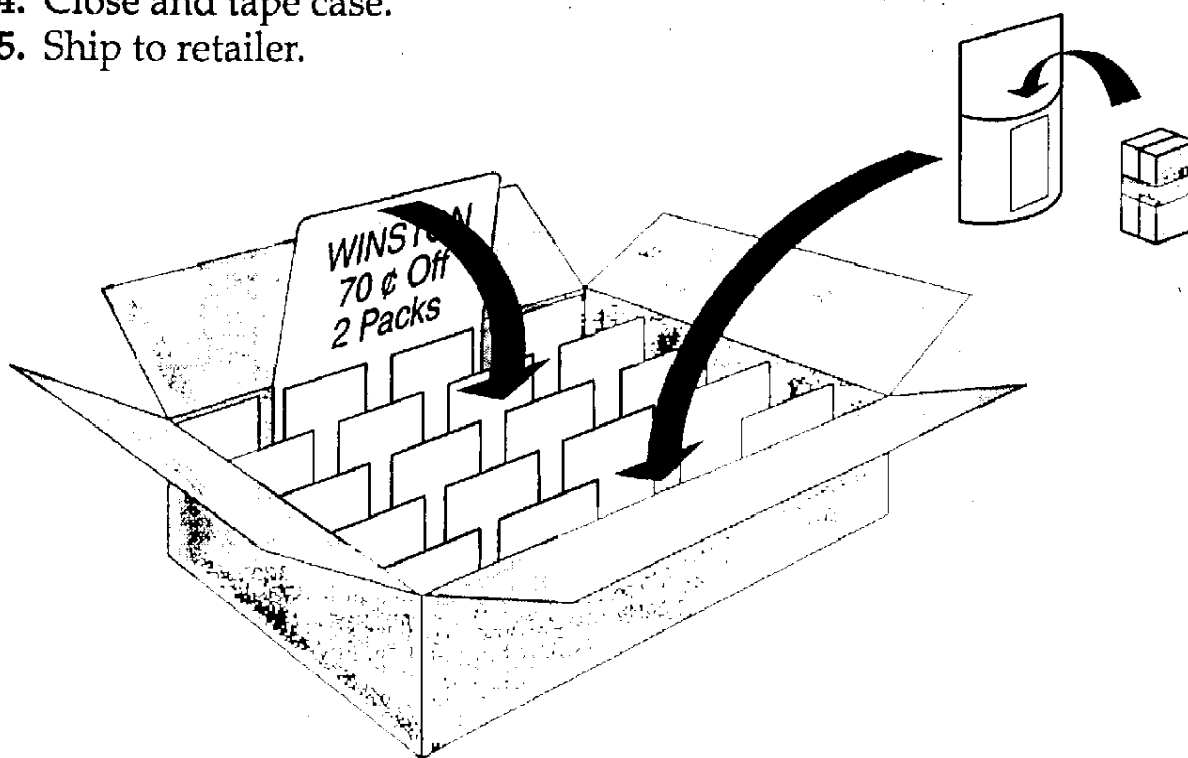
1ST QTR. '98

### January WINSTON .70/2 PK

(70 cents off 2 packs)

#### STEPS

1. Open WINSTON .70/2 PK shipping case.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. **Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 536285

Description: WINSTON .70/2 PK / POS Kit

Brand Style	FF BOX	LT BOX				
Number of Cartons	2	2				

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